

MR. SAM (Military Recruiting Services and Models)

Introduction

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Is the Military a good source of labor?

Over the next twelve months, approximately 235,000 military service members will leave the Department of Defense (DoD) and return to civilian life. Of that total, it is estimated that **over 10,000 service members will leave Virginia installations alone!** Enterprise-wide, over 18% of these service members will have completed at least 20 years of military service. In addition, over 13% will hold one or more college degrees and another 18% will have one to four years of college credits. You can also be assured that 100% of these potential employees have a high school diploma or a GED equivalency. Thousands will even have various degrees of DoD security clearance (DoD, Service Member Profile).

Each military installation has a specific purpose and unique character; therefore, the service members separating from these facilities will have specific skills. Keep this in mind when you are recruiting. For example, Ft. Lee in Petersburg, Virginia, is home to the Army's Quartermaster Training Program and Headquarters for the Combined Arms Support Command. Logisticians, material handlers, comptrollers, food service managers, etc. are trained at this facility. In fact, over 20,000 troops pass through this facility annually for training. The Norfolk Naval Base is home to the Atlantic Fleet, including many of the Navy's Aircraft Carriers. This particular craft is known as having one of the most complex propulsion, weapons, mechanical, electrical, and computer systems in the world. Every occupation for supporting a ship, from welders to computer operators, may be located at this Navy Base. The US Military is an excellent untapped source of qualified, highly trained, and motivated employees for your organization.

What kinds of jobs can service members fill?

These are just a few positions that service members could fill in your company:

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| <ul style="list-style-type: none"> ■ Electrical Engineer/Technician or Electrician ■ Mechanical Engineer/Technician ■ Computer Programmer/Technician ■ Communications Engineer/Technician ■ Aviation Mechanic/Technician ■ Health Care Professional ■ Personnel Manager | <ul style="list-style-type: none"> ■ Accountant or Comptroller ■ Plant Manager or General Manager ■ Finance Manager ■ Operations Manager ■ Warehouse Manager ■ Materials Manager (Logistics) ■ Purchasing Manager |
|--|--|

The Navy Family Service Center in Norfolk listed the “Top Ten Rates,” a count of the highest populated occupations by separating service members. The results were as follows:

Occupation	Titles Under Occupation Heading	Number Leaving Navy - Norfolk in 1997
Aviation Apprentice, Airman, Seaman (AA, AN, AR, SA, SN, SR)	Trainee	480
Aviation Boatswain's Mate (ABE, ABF, ABH)	Launching and recovery equipment/fuels, aircraft handling	263
Boatswain's Mate (BM)	Tugboat captain, canvas products supervisor, stevedoring, motor boat operator, rigger	262
Electronics Technician (ET, EW)	Electromechanical technician, electrical instrument repair, radio mechanic, meteorological equipment repair, electronics mechanic, power reactor operator, intelligence operations specialist	371
Electrician's Mate (EM)	Electric motor repair, electrician, electric motor winder	279
Fire Controlman (FA, FC, FN, FR, FTB, FTG)	Fire control, electronics mechanic, ballistic missile fire control	257
Machinist's Mate (MM, MR)	Oxygen plant operator, marine engine machinist, diesel mechanic, refrigeration mechanic, stationary mechanic, power plant operator	536
Operations Specialist (OS)	Computer peripheral equipment operator	256
Radioman (RM)	Communications station manager, radio officer, radiotelegraph operator, cryptographic machine operator, automatic equipment technician, radio mechanic	229
Ship's Serviceman/Storekeeper (SH, SK)	Retail store manager, bookkeeper, accounting clerk, stock control clerk, storekeeper, barber, laundry worker, dry cleaner, parts clerk, shipping clerk, travel/transportation clerk, cargo agent, procurement clerk	279
TOP TEN TOTAL	(45% of yearly attrition total)	3,312

(Source: NFSC Norfolk, TAP, Separates & Retirees, Synopsis, Jan. - Dec. 1997)

In addition, in Virginia's Hampton Roads area, service members from the Air Force, Army, Coast Guard, and Navy most often requested these jobs:

Branch of Service	Service Members Exit Yearly	Jobs
Air Force	1,500	Management, Administrative, Computer Operators, Instructors
Army	1,500	Aircraft/Diesel Technicians, Security, Administrative, Cargo Handling, Truck Drivers, Material Handling
Coast Guard	100	Law Enforcement, Electronics/Electrical Technician, Boat Captains
Marine Corp	50	Security
Navy	10,000	Mechanic, Electrician, Electronics Technician, Supply, Procurement, Food Management

(Source: DoD, Service Member Profile, 1996)

What about service member spouses?

All companies considering hiring former military service members should consider this another untapped labor pool. In fact, if you are located close to a military installation, it is an excellent source of labor by itself. Historically, spouses have pursued Administrative, Retail, Teaching, and Nursing positions. Today, these are still viable options, but new positions in Customer Service, Computer Operations, and other technical positions are being filled by service member spouses. Historically, they are also an excellent source of qualified part-time employees. Employers may use the same resources for recruiting these potential employees as they do for recruiting former military service members.

How do I recruit service members worldwide?

The DoD created an internet-based system for all uniformed service members, federal employees, and their spouses to link with interested employers. This program is available to every Virginia employer at no cost.

- **DoD Job Search.** The DoD Job Search is an associate site of America's Job Bank, provided by the US Departments of Defense and Labor. It provides employers access to a database of thousands of available military personnel from around the world (http://dod.jobsearch.org/html/employer_home.html). It is free!
- **Transition Bulletin Board (TBB).** The TBB allows employers to list "want ads," business opportunities, and employment events on an electronic bulletin board to be read by thousands of job seekers at military installations around the world. Use this website <http://www.dmdc.osd.mil/tbb> or call (800) 727-3677. It is also free!

The Virginia Department of Business Assistance has been marketing this service to manufacturers for about two years. We have discovered, with the help of ACAP - Ft. Lee and NFSC - Little Creek, that this is a starting point for recruiting highly skilled employees. It is also an excellent vehicle for posting business opportunities, like franchising, but the "rubber meets the road" with the personal contacts and hot leads at the individual transition service centers in Virginia. ~ Brett Vassey, Business Services Manager, Existing Business Services, Virginia Department of Business Assistance

How do I recruit service members in Virginia?

1. Register your company with [DoD Job Search](#).
2. Post your job announcement on the [DoD Job Search](#) or post your job opportunity on the [TBB](#).
3. Search and download any resumes of qualified applicants from the [DoD Job Search](#).
4. Complete a Job Vacancy Announcement.
5. E-mail or fax the Job Vacancy Announcement to the Virginia Transition Assistance Program representative of your choice. (If you are not sure which representative to contact, start with [Ms. Cindy Polzin](#) for all Navy installations or contact [Mr. Don Doerr](#) for Army installations.)
6. Ask your contact to be apprised of any upcoming [Job Fairs](#).
7. Ask your contact to list your Job Vacancy Announcement in their intranet system and newsletters. For example, ACAP - Ft. Lee has an electronic newsletter that is sent to registered military service members, and the Air Force and Navy have intranet systems that list job vacancy announcements. (A.K.A. **Hot Leads**).
8. Ask if you may be part of an Employment Advisory Board in order to provide feedback to your DoD contacts.

Who are my contacts for recruiting service members in Virginia?

As a Virginia employer, you have two options:

1. [VEC Military Service Centers](#)

2. Transition Services/Employment Services Offices - Navy, Air Force, Coast Guard, Army:

Location	Representative	Phone	Fax	E-mail
ACAP Fort Belvoir	Vernita Holifield	703-805-9247	703-805-9248	Belvoiracap@resourceconsultants.com
ACAP Fort Eustis	Judy Acord	757-878-4955	757-878-4718	Eustisacap@resourceconsultants.com
ACAP Fort Lee	Dan Doerr	804-734-6612	804- 734-6603	Leeacap@resourceconsultants.com
AIR FORCE Langley	Bernadette Hardy	757-764-0644	757-764-6752	Bernadette.hardy@langley.af.mil
FMEAP Fort Eustis	Jill Adrian	757-878-3638	757-878-0919	AdrianJ@eustis.army.mil
NAVY (Hampton Norfolk Roads)	Cindy Polzin	757-444-0597	757-444-6095	Cpolzin@ffscnorva.navy.mil
COAST GUARD Integrated Support Command	Anne Patterson	757-686-4030	757-686-4034	Apatterson@iscports.uscg.mil

The Department of Business Assistance (Existing Business Services) actively helps Virginia businesses connect with the transitioning military veteran seeking employment. DBA explains the Army Career and Alumni Program (ACAP) to hundreds of employers, and these employers get their job announcements listed at Fort Lee and worldwide using free services provided by ACAP. The DBA is an effective partner in our efforts to help the veteran join the Virginia workforce. ~ Richard L. Slinkard, Contractor Installation Manager, Army Career & Alumni Program - Ft. Lee (www.acap.army.mil <<http://www.acap.army.mil>>)

How do I use Job Fairs for recruiting service members in Virginia?

Each military installation has the option of holding its own job fair. The military installations in Hampton Roads tend to coordinate their job fairs and they usually collaborate with other organizations for sponsorship (e.g., Military Newspapers of Virginia, Corporate Gray, etc.).

For a listing of the military job fairs throughout Virginia, you may contact any of the Transition Assistance/Employment Service Offices & Contacts listed above or refer to these websites:

- www.acap.army.mil/employer/index.cfm
- www.afpc.randolph.af.mil/transition
- www.CorporateGray.com

How do I register job openings with the Virginia Employment Commission (VEC)?

The regional offices of the VEC provide employers with recruiting services at no cost including the placement of job announcements and prescreening of job candidates. Visit VEC's website at www.vec.state.va.us or contact the VEC regional office in your area for more details. The Virginia Employment Commission also has offices at the following military facilities:

Fort Lee	Linda Jones	(804) 862-6106
Fort Eustis	Sherman Watkins	(757) 878-0906
Norfolk Naval Base	George Roe	(757) 440-4024/4025

How do I understand military recruiting terminology?

- **ACAP.** Army Career & Alumni Program. Orchestrates transition services for the Army. (www.acap.army.mil/acap)
- **Active Duty.** A person employed by one of the military branches, not a civilian.
- **Civilian Employee.** A person working for the military but is not a soldier in one of the branches of the Department of Defense.
- **DoD.** Department of Defense.
- **DoD Job Search.** This is an associate site of America's Job Bank, provided by the US Departments of Defense and Labor. It provides employers access to a database of thousands of available military personnel from around the world.
- **Gateway Jobs.** Jobs with opportunity to learn, grow, and support a family.
- **Job Vacancy Announcements.** Form used by Transition Service offices to promote job openings.
- **NFSC.** Navy Family Service Center. A location on a Navy military installation for Service Members and Civilian Employees to find job leads and employers to promote job openings or Job Vacancy Announcements.
- **Retirees.** A soldier retiring after 20+ years of military service.
- **Separatees.** A soldier leaving active duty military service, but not necessarily retiring. Used interchangeably with Separating Military Personnel, Service Member and Soldier.
- **Separating Military Personnel.** A soldier leaving active duty military service. Used interchangeably with Separatees, Service Member and Soldier.

How do I understand military recruiting terminology? (continued)

- **Service Member.** This may be either an active duty, retiring/retired, or separating military person. Used interchangeably with Separatees, Separating Military Personnel and Soldier.
- **Soldier.** An active duty person in the military, not a civilian employee. Used interchangeably with Separatees, Service Member and Separating Military Personnel.
- **TBB.** Transition Bulletin Board allows employers to list “want ads,” business opportunities, and employment events on an electronic bulletin board to be read by thousands of job seekers at military installations around the world.
- **Transition Services.** Employment services available to Civilian Employees, Service Member Spouses, and Service Members.

How do I model my own military transition jobs?

There is a parallel military job for almost every civilian job that exists today. Military service members' skills are comparable and often the benchmark to that of private industry. The challenge for businesses is to educate themselves about the needs of this particular labor pool.

Rules of Thumb:

- Military service members are usually looking for career opportunities or “gateway” jobs.
- Military service members expect a clear description of their career opportunities within the company.
- Military service members expect that the employer will be willing to help “translate” their military training and certifications into civilian application.
- Military service members want to find your company's background, standard benefits, job openings, opportunities, and e-mail addresses on-line.

Are there employers by region who transition service members into civilian jobs?

If you are seeking examples of companies that are successfully using military recruitment strategies, the following regional organizations will point you in the right direction:

- Greater Richmond: <http://www.usworks.com/greaterrichmond>
- Hampton Roads: <http://www.usworks.com/hamptonroads>
- Southwest Virginia: <http://www.usworks.com/VirginiaWorks>
- Rappahannock Region: <http://www.radco.state.va.us>



Virginia Department of Business Assistance
Existing Business Services Division
707 East Main Street, Suite 300
Richmond, VA 21219
Phone: (804) 371-8200 Fax: (804) 371-2142

www.dba.state.va.us